LEO BURNETT U.S.A.
AD#280-A4 REQ#M24814 "BUCKS BASEBALL CAP" PG 4/C BLD (8-3/4" X 11-1/2") NATIONAL MAGS., 1991
Printed in U.S.A.

YOU'VE GOT A HEAD FOR BUCKS

So use it to get your free Buck the System Cap.

Just send proofs of purchase from three packs of Bucks with the attached order form. But get a jump on it. Since this offer is good only while supplies last, order your cap today. Or next week. But absolutely no later than January 31, 1992.

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Kings Lights: 11 mg "tar," 0.7 mg nicotine – Kings: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

FREE Buck the System Cap with three Bucks UPCs

Complete and sign, then return with UPCs from 3 packs of Bucks plus $1.50 in check or money order for postage and handling. Make check or money order payable to Bucks Offer. Offer is limited to smokers 21 years of age or older. Offer void where prohibited, licensed or taxed. Offer good until January 31, 1992 or while supplies last. No facsimiles accepted. Limit one order per person. Allow 6 to 8 weeks for delivery.

Mail to: Bucks Offer
Promotional Services Center
P.O. Box 6570
Kankakee, IL 60902-6570

☐ Mr.
☐ Ms.
☐ Mrs. _____
First M.I. Last

Address _____ Apt _____

City _____

State _____ Zip _____

Birthdate _____ ☐ Female ☐ Male

Phone ( ) _____

Current brand _____

Signature (required)

By signing above, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal laws.

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VOID

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